



**CENSUS RECORDS TOTALS FOR
THIS TV DESIGNATED MEDIA MARKET.**

WILMINGTON :::

BROADCAST TV MARKET AREA

Population

Total Population	514,108
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Housing Status

(in housing units unless noted)

Total	275,130
Occupied	212,090
Owner-occupied	144,838
Population in owner-occupied (number of individuals)	344,720
Renter-occupied	67,252
Population in renter-occupied (number of individuals)	156,642
Households with individuals under 18	60,985
Vacant	63,040
Vacant: for rent	10,908
Vacant: for sale	5,244

Population by Sex/Age

Male	251,461
Female	262,647
Under 18	108,982
18 & over	405,126
20 - 24	34,838
25 - 34	65,209
35 - 49	101,068
50 - 64	108,519
65 & over	81,610

Population by Ethnicity

Hispanic or Latino	36,682
Non Hispanic or Latino	477,426

Population by Race

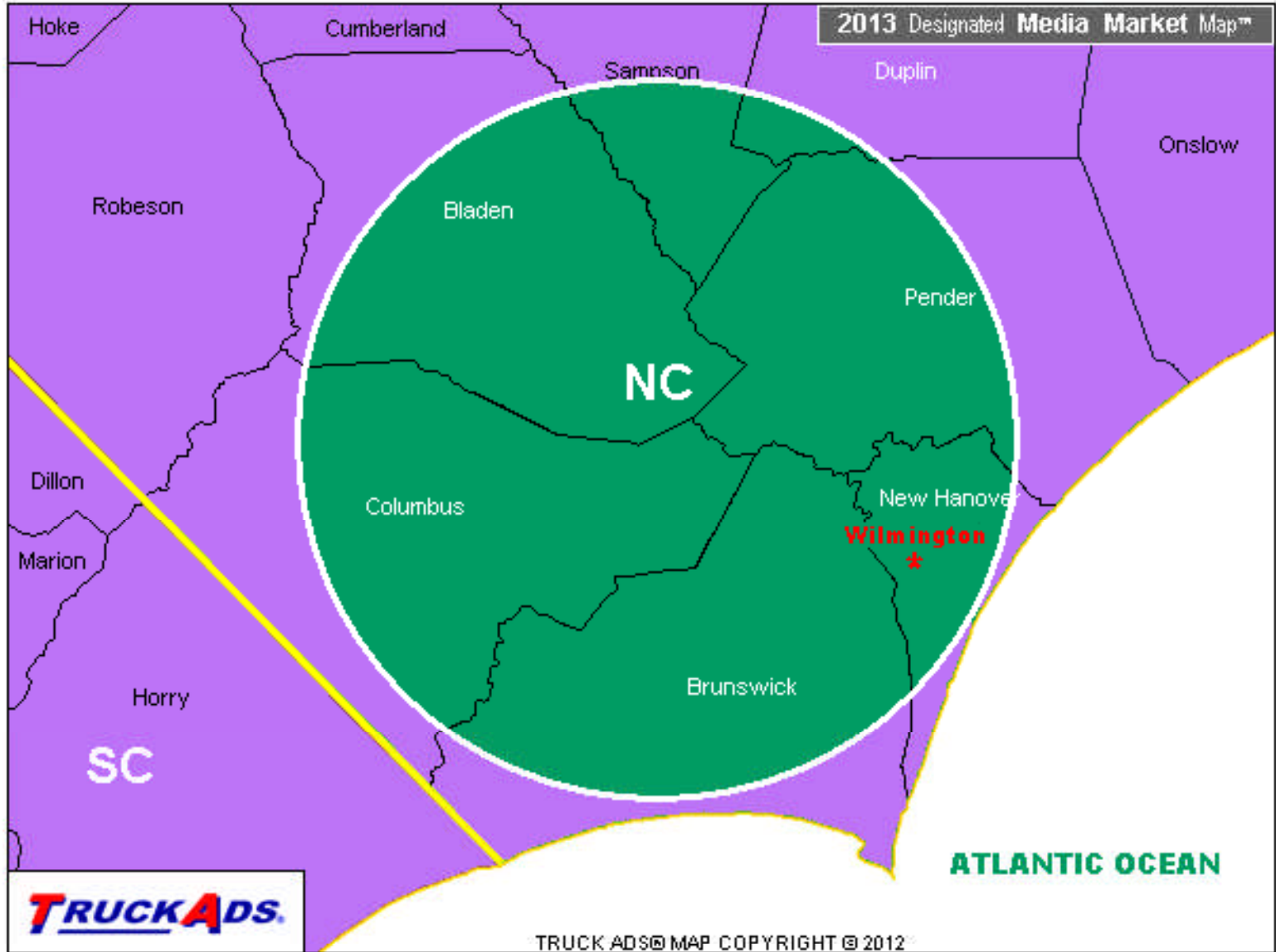
White	378,237
African American	96,221
Asian	3,575
American Indian and Alaska Native	4,918
Native Hawaiian and Pacific Islander	283
Other	21,608
Identified by two or more	9,266

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WILMINGTON :::

BROADCAST TV MARKET AREA



6 COUNTIES IN THIS DESIGNATED MARKET

NORTH CAROLINA: Bladen, NC ~ Brunswick, NC ~ Columbus, NC ~ Duplin, NC ~ New Hanover, NC ~ Pender, NC

NC - Bladen County

Population

Total Population	35,190
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Housing Status

(in housing units unless noted)

Total	17,718
Occupied	14,430
Owner-occupied	10,440
Population in owner-occupied (number of individuals)	25,148
Renter-occupied	3,990
Population in renter-occupied (number of individuals)	9,531
Households with individuals under 18	4,549
Vacant	3,288
Vacant: for rent	534
Vacant: for sale	128

Population by Sex/Age

Male	16,887
Female	18,303
Under 18	8,117
18 & over	27,073
20 - 24	1,911
25 - 34	3,976
35 - 49	6,840
50 - 64	8,005
65 & over	5,481

Population by Ethnicity

Hispanic or Latino	2,502
Non Hispanic or Latino	32,688

Population by Race

White	19,806
African American	12,268
Asian	70
American Indian and Alaska Native	749
Native Hawaiian and Pacific Islander	5
Other	1,774
Identified by two or more	518

NC - Brunswick County

Population

Total Population	107,431
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Housing Status

(in housing units unless noted)

Total	77,482
Occupied	46,297
Owner-occupied	35,719
Population in owner-occupied (number of individuals)	80,261
Renter-occupied	10,578
Population in renter-occupied (number of individuals)	26,327
Households with individuals under 18	11,459
Vacant	31,185
Vacant: for rent	3,135
Vacant: for sale	2,165

Population by Sex/Age

Male	52,660
Female	54,771
Under 18	20,161
18 & over	87,270
20 - 24	4,707
25 - 34	11,452
35 - 49	19,144
50 - 64	27,035
65 & over	23,026

Population by Ethnicity

Hispanic or Latino	5,549
Non Hispanic or Latino	101,882

Population by Race

White	89,193
African American	12,291
Asian	579
American Indian and Alaska Native	761
Native Hawaiian and Pacific Islander	38
Other	2,634
Identified by two or more	1,935

NC - Columbus County

Population

Total Population	58,098
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Housing Status

(in housing units unless noted)

Total	26,042
Occupied	22,489
Owner-occupied	15,985
Population in owner-occupied (number of individuals)	39,386
Renter-occupied	6,504
Population in renter-occupied (number of individuals)	15,787
Households with individuals under 18	7,390
Vacant	3,553
Vacant: for rent	845
Vacant: for sale	267

Population by Sex/Age

Male	28,753
Female	29,345
Under 18	13,532
18 & over	44,566
20 - 24	3,493
25 - 34	7,013
35 - 49	11,734
50 - 64	12,034
65 & over	8,830

Population by Ethnicity

Hispanic or Latino	2,662
Non Hispanic or Latino	55,436

Population by Race

White	35,735
African American	17,713
Asian	154
American Indian and Alaska Native	1,845
Native Hawaiian and Pacific Islander	27
Other	1,750
Identified by two or more	874

NC - Duplin County

Population

Total Population	58,505
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Housing Status

(in housing units unless noted)

Total	25,728
Occupied	22,495
Owner-occupied	15,546
Population in owner-occupied (number of individuals)	39,583
Renter-occupied	6,949
Population in renter-occupied (number of individuals)	18,243
Households with individuals under 18	7,814
Vacant	3,233
Vacant: for rent	838
Vacant: for sale	274

Population by Sex/Age

Male	28,758
Female	29,747
Under 18	14,870
18 & over	43,635
20 - 24	3,497
25 - 34	7,319
35 - 49	11,628
50 - 64	11,426
65 & over	8,295

Population by Ethnicity

Hispanic or Latino	12,059
Non Hispanic or Latino	46,446

Population by Race

White	33,449
African American	14,773
Asian	155
American Indian and Alaska Native	267
Native Hawaiian and Pacific Islander	65
Other	8,856
Identified by two or more	940

NC - New Hanover County

Population

Total Population	202,667
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Housing Status

(in housing units unless noted)

Total	101,436
Occupied	86,046
Owner-occupied	51,429
Population in owner-occupied (number of individuals)	121,358
Renter-occupied	34,617
Population in renter-occupied (number of individuals)	74,611
Households with individuals under 18	23,093
Vacant	15,390
Vacant: for rent	4,651
Vacant: for sale	1,922

Population by Sex/Age

Male	98,269
Female	104,398
Under 18	40,413
18 & over	162,254
20 - 24	18,456
25 - 34	29,563
35 - 49	40,572
50 - 64	38,682
65 & over	28,092

Population by Ethnicity

Hispanic or Latino	10,716
Non Hispanic or Latino	191,951

Population by Race

White	160,298
African American	29,907
Asian	2,410
American Indian and Alaska Native	1,005
Native Hawaiian and Pacific Islander	130
Other	4,852
Identified by two or more	4,065

NC - Pender County

Population

Total Population	52,217
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Housing Status

(in housing units unless noted)

Total	26,724
Occupied	20,333
Owner-occupied	15,719
Population in owner-occupied (number of individuals)	38,984
Renter-occupied	4,614
Population in renter-occupied (number of individuals)	12,143
Households with individuals under 18	6,680
Vacant	6,391
Vacant: for rent	905
Vacant: for sale	488

Population by Sex/Age

Male	26,134
Female	26,083
Under 18	11,889
18 & over	40,328
20 - 24	2,774
25 - 34	5,886
35 - 49	11,150
50 - 64	11,337
65 & over	7,886

Population by Ethnicity

Hispanic or Latino	3,194
Non Hispanic or Latino	49,023

Population by Race

White	39,756
African American	9,269
Asian	207
American Indian and Alaska Native	291
Native Hawaiian and Pacific Islander	18
Other	1,742
Identified by two or more	934